

Rep Order# 8853852 Ver# 1 Status New  
EC'd Yes

Traffic Order#

37089

Printed: 08/21/2012 8:48 AM  
Last Received: 08/21/2012 7:36 AM  
Showing Buylines: All Lines

1 of 2

Station KLAS-TV LAS VEGAS  
Advertiser ( ) DCCC-DEM CNGRS CMPG  
Product ISSUE  
Estimate# 1474  
Buyer Katie Keuleman  
Phone#  
Fax#

Agency ( ) GREAT AMERICAN MEDIA  
3050 K ST NW, SUITE 100  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 11/14/1474  
Flight Dates 10/02/2012 - 10/08/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) MIKE JONES  
Salesperson Phone# 202-872-5880  
Salesperson FAX# 202-872-0263

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU-F,M	5A-6A	8 NEWS NOW AT 5A	:30	\$1,000.00	10/02-10/08	0	0	0	\$0.00	
	2	TU-F,M	6A-7A	8 NEWS NOW AT 6A	:30	\$1,200.00	10/02-10/08	1	1	1	\$1,200.00	
	3	TU-F,M	7A-9A	CBS THIS MORNING	:30	\$1,000.00	10/02-10/08	1	1	1	\$1,000.00	
	4	SA	5A-7A	CBS THIS MORNING SATURDAY	:30	\$550.00	10/06-10/06	0	0	0	\$0.00	
	5	SU	6A-630A	8 NEWS NOW SUNDAY MORNING- #1	:30	\$400.00	10/07-10/07	0	0	0	\$0.00	
	6	SU	630A-8A	CBS NEWS SUNDAY MORNING	:30	\$2,000.00	10/07-10/07	0	0	0	\$0.00	
	7	SU	8A-830A	8 NEWS NOW SUNDAY MORNING- #2	:30	\$1,500.00	10/07-10/07	1	1	1	\$1,500.00	
	8	TU-F,M	12P-1230P	8 NEWS NOW AT NOON	:30	\$850.00	10/02-10/08	2	1	2	\$1,700.00	
	9	TU-F,M	4P-5P	8 NEWS NOW AT 4PM & 430PM	:30	\$1,300.00	10/02-10/08	2	1	2	\$2,600.00	
	10	TU-F,M	5P-630P	8 NEWS NOW ROTATION	:30	\$1,500.00	10/02-10/08	2	1	2	\$3,000.00	
	11	SA	5P-530P	8 NEWS NOW AT 5PM-SAT	:30	\$800.00	10/06-10/06	1	1	1	\$800.00	
	12	SA	630P-7P	8 NEWS NOW AT 630PM-SAT	:30	\$800.00	10/06-10/06	1	1	1	\$800.00	
	13	SU	5P-530P	8 NEWS NOW AT 5PM-SUN	:30	\$1,500.00	10/07-10/07	1	1	1	\$1,500.00	

8/23

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	10	14	SU	630P-7P 8 NEWS NOW AT 630PM-SUN	:30	\$1,500.00	10/07-10/07	1	1	1	\$1,500.00	
	15	TU-F,M	11P-1135P	8 NEWS NOW AT 11PM	:30	\$2,200.00	10/02-10/08	0	0	0	\$0.00	
	11	16	SA-SU	11P-1135P 8 NEWS NOW AT 11PM-WKND	:30	\$1,100.00	10/06-10/07	2	1	2	\$2,200.00	

---REPORT TOTALS---

Report Totals: 15 / \$17,800.00

---SALES MONTHLY TOTALS---

Oct 12: 15 / \$17,800.00

Sales Totals: 15 / \$17,800.00

Station Totals: 15 / \$17,800.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$89,000	CABL	0%	KLAS	20%	KSNV	50%	KTNV	25%	KTUD	0%
		KVCW	0%	KVMY	0%	KVVU	5%	UNKN	0%		

Books FEB11  
Demos RA35+